PRESENTING...
A NEW STAR
IN POWER...
PERFORMANCE...
PERFECTION...
THE ALL-NEW
Weatherby
MARK V
TRULY...TOMORROW'S RIFLE TODAY!

ANOTHER WEATHERBY FIRST...

THE FABULOUS ALL-NEW

THE MOST ACCURATE, NOW BRINGS YOU THE

—PLUS OTHER NEW FEATURES MAKING THE MARK V UNSURPASSED IN BEAUTY, BALANCE, HANDLING QUALITIES AND WORKMANSHIP

Acknowledged leader in its field—the new Weatherby Magnum, based on principles of ultra-high velocity, stands alone for its long range killing power, flat trajectory and super accuracy.

And now comes the greatest Weatherby Magnum of all—the fabulous new Mark V. Here is truly a new star in the rifle world...a masterpiece of streamline beauty and precision... incorporating a new bolt action so revolutionary in design and construction that it sets new standards of safety and protection never before possible.

This new Weatherby Mark V is chambered for all the famous Weatherby ultra-high velocity Magnum cartridges—the .257, .270, 7mm, .300, .378 and the new .460 Weatherby Magnum.

Before you buy any rifle at any price—whether for long-range varmint shooting near home or big-game hunting in any part of the world—be sure to inspect the new Weatherby Mark V at your dealer's now.

In all ways...here is truly tomorrow's rifle *today!*

Weatherby

MARK V

MOST POWERFUL RIFLE IN THE WORLD TODAY

WORLD'S STRONGEST ACTION!

John B. Lagarde of Anniston, Alabama with his record tiger shot in India with his .300 Weatherby Magnum, using the 180 grain soft point bullet.

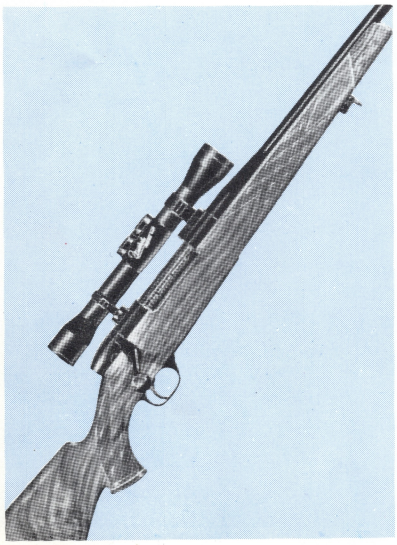
Roy Rogers, famous cowboy star, with his Kodiak bear taken on recent Alaskan hunt. Shot at 200 yards with his .300 Weatherby Magnum using 150 gr. soft point bullet.

Bobby M. Burns of Wichita Falls, Texas with prize sable antelope shot in Africa with his .300 Weatherby Magnum, using the 180 grain Hornady bullet.

THE "INSIDE STORY" OF THE WOR

GREATEST ADVANCE IN BOLT ACTION DESIGN IN YEARS...EXCLUSIVE WITH WEATHERBY

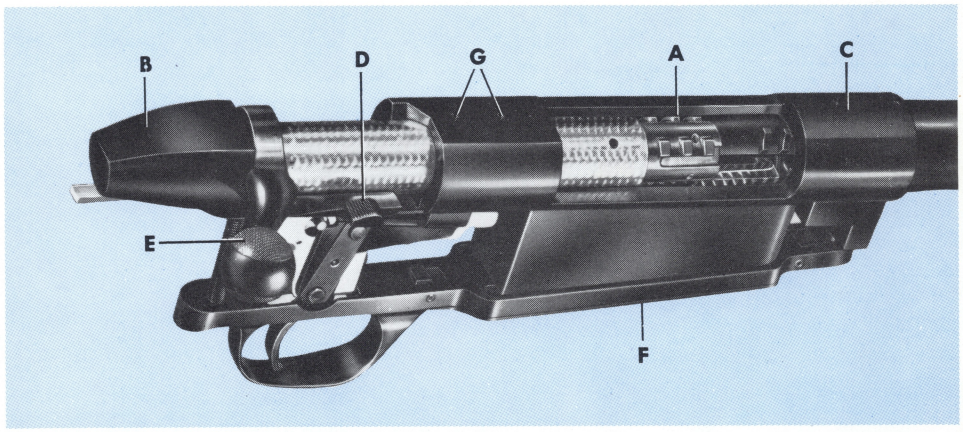
Not just an "improvement," but a revolutionary new advance in bolt action design and construction! That's why the new Weatherby Mark V can literally be called the *safest* rifle in the world today! Here for the first time is a bolt action that can safely withstand breech pressures never before possible in any rifle. In actual pressure tests the new Weatherby Mark V action withstood pressures far in excess of the ability of the gauges to record them...bringing an entirely new concept of power and safety for hunters and target shooters everywhere.



New Streamline Beauty

Stocks on the new Weatherby Mark V rifles are made of the finest woods available, beautifully balanced and handsomely hand checkered by skilled artists. Finish is Weatherby's exclusive 10-coat process employing a special resin-base finish that is resistant to moisture and oils —even alcohol or paint thinner will not mar this beautiful surface.

Every rifle equipped with a Weatherby recoil pad, ebony or rosewood pistol grip cap with ivory diamond inlay and white line spacers, and distinctive 45° fore end tip...originally introduced by Weatherby.



THE NEW WEATHERBY MARK V ACTION PARTIALLY OPENED

A—NEW! Nine Locking Lugs arranged in sets of three, lock securely into the receiver, giving extra strength and safety, allowing only a 54° uplift of the bolt. Conventional actions must rotate a full 90°. The nine locking lugs give 50% more shearing area than the conventional two. Bolt lugs are of same diameter as bolt itself, making loading smooth, sure and positive...eliminating the familiar "looseness" found in conventional bolt actions that may cause binding or jamming of the bolt.

B—NEW! Streamlined Bolt Sleeve and Cocking Piece Indicator enhances streamlined appearance of rifle, as well as giving added protection against accidental flow-back of gases resulting from a pierced or punctured primer.

C—NEW! Matted Receiver. Attractive mat finish reduces possible source of glare for better visibility.

D—NEW! Silent, Convenient Thumb Safety located on right hand side for easy, positive use.

E—NEW! Checkered Bolt Handle. Checkered top and bottom for appearance and sure grip.

F—NEW! Light Weight. Due to advances in modern metallurgy, weight of action has been held to desirable minimum. A complete Mark V rifle weighs approximately 7¼ pounds without sights.

G—Receiver Drilled and Tapped for all popular scope mounts and receiver sights.

SPECIFICATIONS—Deluxe Rifles

Stocks: American black walnut, individually hand-bedded to assure precision accuracy. Quick detachable sling swivels. Basket weave checkering. Stocks are Monte Carlo style with cheek piece, especially designed for both scope and iron sighted rifles.

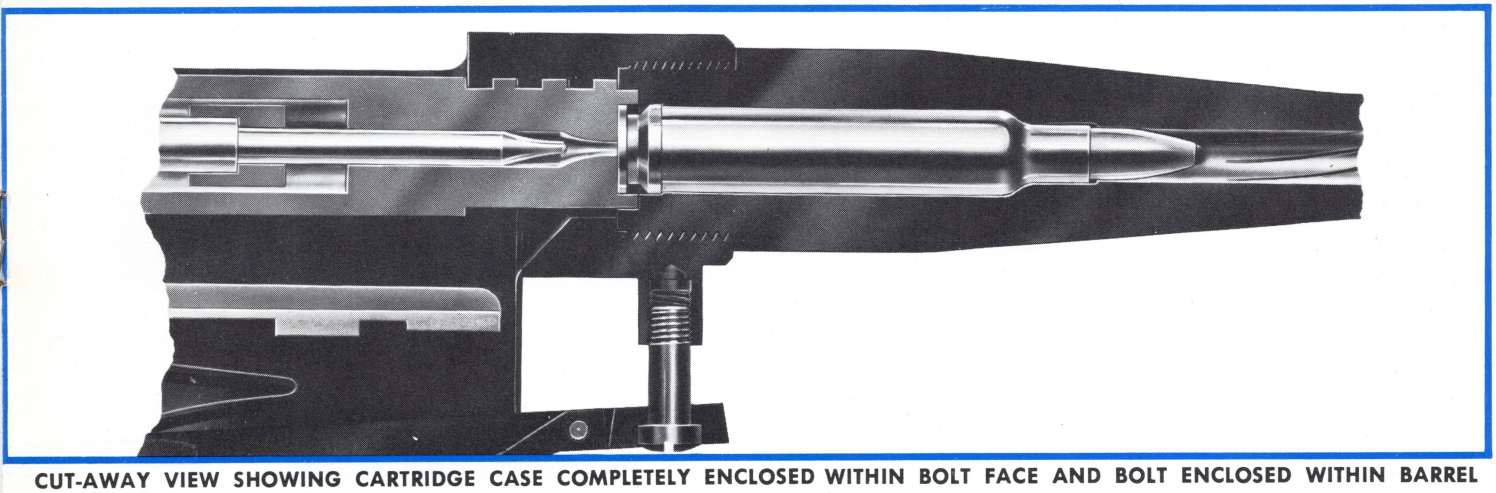
Barrels: 24 or 26 inches in length, depending on model and caliber. 12-inch twist (one turn of the rifling for each 12 inches of length) in .257, .270, 7mm, .300 and .378 W. M. calibers. We use a 16-inch twist in the .460 W.M. All Weatherby barrels have six rifling grooves, produced by the new Hammer-Forged method. This new rifling process gives the Weatherby Mark V the most accurate, stress-free, and stable barrel made today.

Range Tested: Every Weatherby rifle is assembled by experts, then tested over the Weatherby 100-yard indoor rifle range for functioning, velocities and accuracy.

Weight: Approximately 7¼ pounds, without sights, except .378 and .460 W.M.

Price: Deluxe models in .257, .270, 7mm and .300 Weatherby Magnum calibers—$265.00.
Deluxe model .378 Weatherby Magnum—$295.00.
Left hand models—$30.00 additional. Super deluxe model .460 Weatherby Magnum, equipped with California mesquite wood stock and integral muzzle brake, right or left hand models—$495.00.
Prices do not include sights.

LD'S STRONGEST ACTION

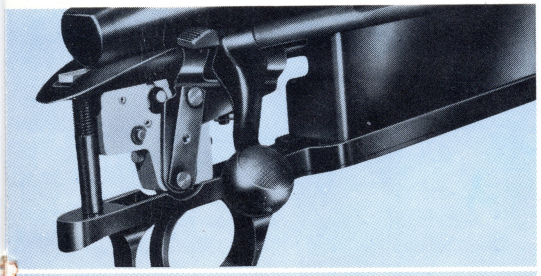


CUT-AWAY VIEW SHOWING CARTRIDGE CASE COMPLETELY ENCLOSED WITHIN BOLT FACE AND BOLT ENCLOSED WITHIN BARREL

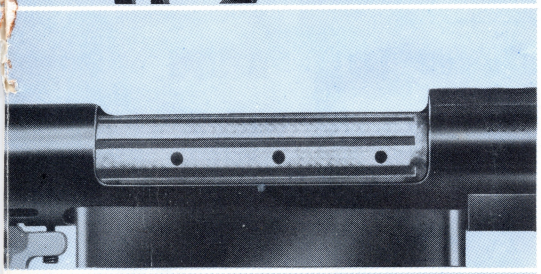
As every rifleman knows, the weakest part of any firearm is the cartridge case itself. In conventional bolt actions a portion of the rear of the cartridge case known as the case head is left exposed. Under excessive pressures the case has a tendency to rupture at this point, causing damage to the rifle and probable injury to the shooter.

With the new Weatherby Mark V, such a source of possible danger is eliminated entirely. There is literally no way for the case head to rupture. As seen in the above cut-away view, the bolt face is recessed to fully enclose the cartridge case head. In like manner, the breech end of the barrel is also recessed to accept and enclose that part of the bolt face which houses the cartridge case head.

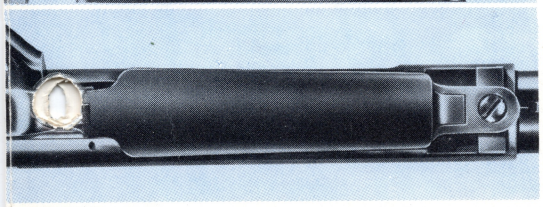
The result is a complete enclosure of cartridge case head within bolt *and* barrel, both of which are in turn confined within an extremely strong receiver ring. No other rifle in the world gives you such absolute protection.



NEW! Precision trigger mechanism. Fully adjustable with a very clean, crisp pull. Assembly incorporates the safety, bolt lock, bolt stop and bolt release in addition to the trigger mechanism. All parts confined within the stock except thumb safety button.



NEW! Three gas escape ports provide still greater safety. Protect against flow-back of gases in event of a pierced primer or any similar occurrence. Any gases that might flow backward in such an event are harmlessly released through three gas escape ports located on side of bolt. Any gases that might possibly continue back through bolt sleeve are deflected down and away from the shooter by the one-piece construction of the bolt sleeve.



NEW! Hinged floor plate for quick and easy removal of loaded cartridges from magazine. Just press release latch.

"Torture-Testing" the New Weatherby Mark V

In addition to the standard pressure tests, the new Weatherby action was subjected to almost unbelievable punishment. In one of these "torture-tests," a 220 grain .30 caliber bullet was inserted in the bore of one of the new Weatherby .300 Magnums directly in front of a fully loaded round of .300 Magnum ammunition.

The rifle was then discharged and both bullets shot out of the barrel —with resulting astronomical pressures. The cartridge case ejected with no appreciable expansion. There was absolutely no damage to the rifle, action or chamber. The new Weatherby Mark V is manufactured of the strongest alloy steels known to modern metallurgical science and is proof-tested to withstand pressures far in excess of any rifle ever made before.

NEW "HAMMER-FORGED" BARRELS

. . . ANOTHER WEATHERBY FIRST!

Exclusive new rifling process produces a glass-smooth bore of extreme hardness . . . results in greater accuracy and longer barrel life

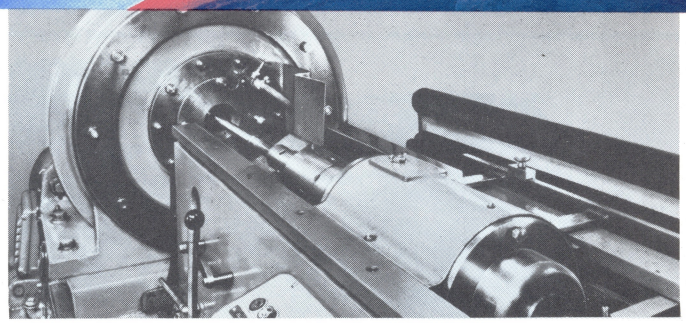
No rifle can be expected to shoot better than its barrel. That's why Hammer-Forged* Rifling represents another great stride forward in firearms manufacture. It is another example of our constant search for improved materials and advanced techniques in order to bring you the finest, most accurate rifles possible to produce.

The barrel blank, made from SAE 4140 chrome-moly alloy steel especially processed and heat treated, is carefully drilled, reamed, and polished. A rifled mandrel is inserted in the smooth bore of the barrel. Then a half million pounds of squeezing action is applied to the barrel, "forging" the metal around the mandrel. This produces a rifled bore completely free of any reaming or rifling marks.

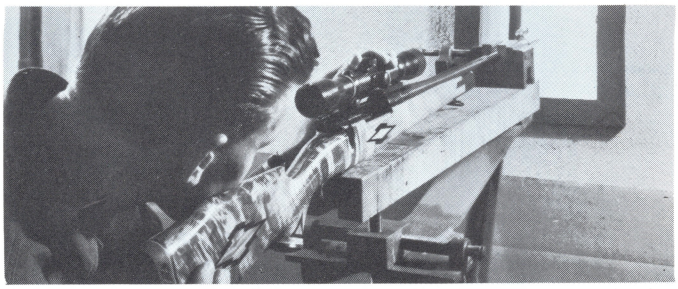
The tremendous pressures actually harden the inside of the bore and produce a glass-smooth surface that results in greater accuracy and longer shooting life for the barrel.

With this new process tolerance is held within .0005 (five ten-thousandths) inch from breech to muzzle. Accuracy problems caused by conventional rifling process are eliminated.

*Copyright Weatherby, Inc.



Half-million pounds pressure exerted by this remarkable cold swaging machine "forges" the rifling into the Weatherby barrels to produce a harder, smoother bore of superior accuracy.



Every Weatherby rifle is range tested for accuracy at 100 yards before being packed for shipment. Then the test target showing the actual group obtained is packed with the rifle. A Weatherby must shoot less than 1½ inch group at 100 yards or it never leaves our factory.

Is Extreme Velocity the Only Reason for Owning A Weatherby Magnum?

Flat trajectory, long range superior killing power—these are basic advantages owners expect from their Weatherby rifle. Weatherby Magnums have led the way in demonstrating the superiority of light-weight bullets traveling at ultra-high speeds.

However, satisfaction of owning a Weatherby is not confined to performance alone. Everything about a Weatherby—its design, its safety, its features—make it a most satisfying personal possession.

Weatherby is as different from ordinary rifles as advance design and engineering skill can possibly make it. It is a genuinely graceful rifle—every line is functional, every feature has meaning and purpose.

Why It Is Impossible To "Mass Produce" A Weatherby Mark V

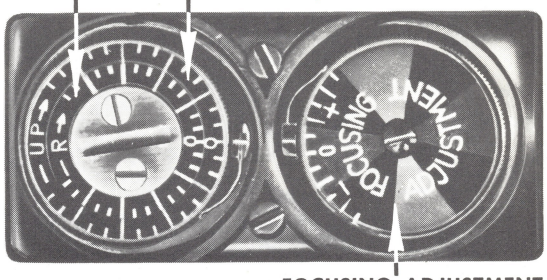
Whenever we're asked why we don't "mass produce" Weatherby rifles and lower their cost, we invariably answer, "If we did, the result wouldn't be a Weatherby!"

It's the extra care of skilled gunmakers . . . the frequent inspections . . . the many hand operations . . . the patient willingness to produce only the finest . . . that have won for Weatherby rifles a unique place in the hearts of their owners.

WEATHERBY IMPERIAL SCOPES

THE GREATEST SCOPE IMPROVEMENT IN 30 YEARS

For the first time a scope has been designed by a famous big game hunter and bench-rest shooter who knows from experience exactly what shooters want most in a scope. The result is the Weatherby Imperial... reliable, rugged, moisture-proof and fog-proof. No other scope gives you so many features. No other scope manufacturer offers a *lifetime guarantee* against all defects. The optical perfection of Weatherby Imperial scopes gives you unmatched luminosity or light gathering power...brighter, clearer images than ever before.



Only the Weatherby Imperial Has This Dual-Dial Feature

Combined Windage and Elevation Adjustment Under One Airtight Cap. This new Weatherby Dual Dial is the most advanced sighting featured in the scope world today! To make windage adjustment, use any small coin. Turn inner ring as fine as ⅛" on 1" dial calibrations. To adjust for elevation, just turn outer ring in ¼" clicks on 1" dial calibrations.

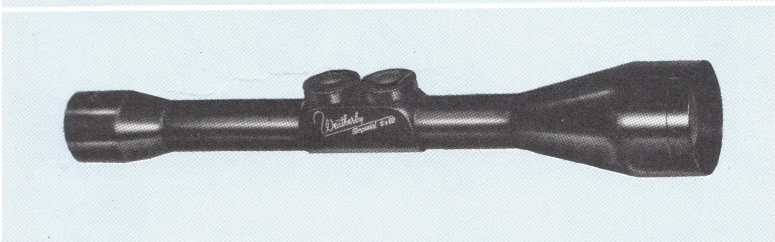
Finger Tip Binocular Type Focusing Adjustment. No longer do you have to adjust focus by turning the ocular piece. On the Weatherby Imperial, focusing is right on top. It works just like the elevation adjustment, with markings as on your binoculars. And once you set it, it stays that way.

The Weatherby Imperial 2¾ Power—90 Luminosity

Preferred by big game hunters...widest field of view of any scope! 47½ feet at 100 yards! Tremendous light-gathering power...clearer, brighter image. Ruggedly built to stand the heaviest recoil and roughest handling. $69.50

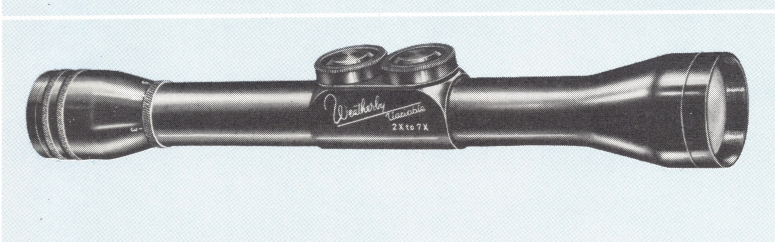
The Weatherby Imperial 4 Power—81 Luminosity

Finest all-around scope ever built for big game and varmint shooting. Unmatched resolving power. Brighter, clearer image, even in bad weather. Coated lens for top contrast. 33-foot field of view at 100 yards. If you hunt antelope, sheep, moose, even woodchuck, this scope is for you. $79.50



The Weatherby Imperial 6 Power—62 Luminosity

Unsurpassed for varmint and target shooting and for long-range big game hunting. Extreme light gathering power. Shockproof. Featherweight. Where game must be taken at long range, this scope makes identification and sighting more accurate, hitting your target easier. $89.50



The Weatherby Imperial 2X to 7X Variable

An intermediate Variable scope from 2X to 7X. Ideal for target and every hunting condition. The same overall size as the popular 4X. This has proven to be one of the most popular Variable scopes of all time. $99.50

The Weatherby Imperial 2¾X to 10X Variable

Greatest Variable scope ever made...for every kind of shooting from target to long-range big game hunting. Has the same ocular and objective diameter as that of our 6X Imperial. The changing of power is accomplished by merely turning the ocular piece. Truly an all-purpose scope with tremendous light-gathering power. $109.50

SPECIFICATIONS—WEATHERBY IMPERIAL SCOPES

FEATURES	2¾x90	4x81	6x62	2X to 7X Variable	2¾X to 10X Variable
Field of view (100 yds.)	47′ 6″	33′	21′ 7″	From 48′ to 17′9″	From 37′ to 14′6″
Tube Diameter	1″	1″	1″	1″	1″
Diameter of eyepiece	1.400″	1.400″	1.400″	1.415″	1.415″
Clear aperture of objective lens	1.043″	1.417″	1.862″	1.417″	1.862″
Diameter of exit pupil	9.48mm	9mm	7.87mm	18mm to 5.2mm	17.2mm to 4.7mm
Relative Brightness	90	81	62	324 to 27	296 to 22
Power	2¾X	4X	6X	2X to 7X	2¾X to 10X
Eye relief	3¼″ to 5″	3¼″ to 4½″	3¼″ to 4½″	4.33″ to 3.150″	4½″ to 3½″
Weight	8½ oz.	9¾ oz.	11¾ oz.	12 oz.	14⅛ oz.
Length	10⅜″	11⅛″	12½″	11-3/16″	12½″
Elevation Dial Graduation	¼″ 1″ marks	¼″ 1″ marks	¼″ 1″ marks	¼″ 1″ marks	¼″ 1″ marks
Windage Dial Graduation	to ⅛″ 1″ marks	to ⅛″ 1″ marks	to ⅛″ 1″ marks	to ⅛″ 1″ marks	to ⅛″ 1″ marks

LIFETIME SERVICE *Guarantee*

Your Weatherby Imperial Scope is unconditionally guaranteed to give you a lifetime of perfect service.

Weatherby Imperial Scopes will fit practically all standard mounts.

CHOICE OF FOUR RETICULES

Cross Hair

Tapered Post and Cross Hair

Lee Dot ($12.50 extra)

Felver Peep ($10.50 extra)

MARK V NOW AVAILABLE WITH
LEFT-HAND ACTION

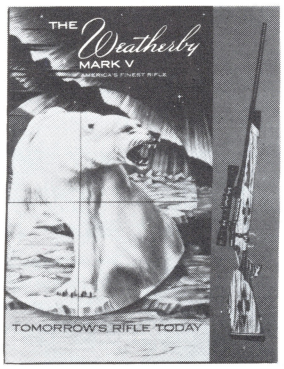
New left-hand models are true "mirror-versions" of the Weatherby Mark V. Action, stock and all details are specifically designed for the left-hand shooter.

The new left-hand Mark V is available in all Weatherby Magnum Calibers. Only $30.00 additional.

NEW! COMPLETELY REVISED 11th EDITION!
"TOMORROW'S RIFLES TODAY"

Send for your copy now...if your nearest Weatherby dealer does not have one available.

This beautiful 8½″ x 11″ book contains a great deal of valuable information for every hunter and gun lover, including complete detailed information and specifications on the new Weatherby Mark V Rifle; ballistical data including drop tests up to 600 yards for all Weatherby calibers; photographs and stories of game taken throughout the world by people from all walks of life; true African hunting stories, and a host of other interesting information. 148 profusely illustrated pages...a MUST for every sportsman! Only $2.00 postpaid.



AUTHORIZED WEATHERBY DEALER

Weatherby Inc.

2781 Firestone Blvd., South Gate, California (Metropolitan Los Angeles)